



Forum for talere

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Bob Pritchard

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Under denne overskriften åpner noen av Sveriges mest populære foredragsholdere døra på gløtt til sine fagområder. Å høre på dem er tankevekkende. Noen ganger provoserende. Alltid engasjerende

Talarforum formidler foredragsholdere innfor en rekke emner til bedrifter og organisasjoner.

Vi vil i denne formen regelmessig gi deg tankevekkende artikler skrevet av noen av disse foredragsholderne.

Kanskje det vil gi deg inspirasjon til å kontakte oss for å få vite mer? Gjør gjerne det på www.talarforum.no. Mer informasjon om dette nyhetsbrevet finner du på www.talarforum.no/nyhetsbrev ev. Der kan du også gi beskjed hvis du ikke ønsker flere numre.

info@talarforum.no
www.talarforum.no

Kick ass marketing, a marketer's beliefs

Bob Pritchard is the CEO of an international marketing company with clients that range from corporations such as The Coca-Cola Company, American Express, General Motors and Citibank to name a few, through to marketing sports such as America Football, Formula One, Legends Tennis and Skins Golf. He has also been involved in marketing entertainment including being selected for the global promotion of the 100th anniversary of Hollywood.



Bob Pritchard

En amerikansk markedsføringsguru med massiv internasjonal erfaring, kontroversielle meninger, sterk motivasjon, masse humor og forførende sjarm.

For mer info om Bob Pritchard - [klikk her](#).

An Oscar in marketing

Bob was born in Australia but has lived for 16 years in Los Angeles, winning many awards for his business and marketing prowess including the coveted Clio Award as well as being named 'International Marketer of the Year' - the Oscar of the Marketing Industry. He has written 4 books and currently has a best seller on the CD list with his 8CD Superset 'Kick Ass Marketing how to blitz your competitors in a technology driven, information age world', released in 2003.

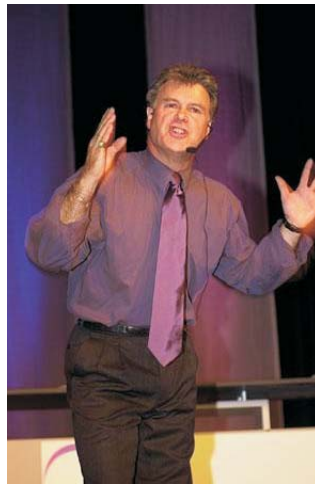
More Communication

The key to Bob's success is his ability to look at seemingly complex issues in a more simple way, understanding what makes the customer buy a product or service and what doesn't. His message that the four traditional marketing pillars the product, the price, satisfied customers and brand awareness are no longer important in this highly

Rigmor Robert

competitive marketplace has been heard by 87 of the Top Fortune 500 companies.

It is Pritchard's belief that companies must maximize the equity in their brands and communicate their message in a simple, emotional fashion. It is brutal, cold, hard logic.



Think new

Pritchard has also built a reputation by 'thinking outside the square', launching a 16 story America's Cup Yacht in the middle of the city with cheerleaders, Olympic Gold Medalists and Rock bands and raising \$3 million in a month; loaning new Jaguar motor cars at random to drivers of 4 year old Mercedes and breaking all sales records.

International customers

He has created incentive programs for Japan's giant Nissay Insurance; staff motivation video and intranet communications system for Citicorp; promotions for Ford; hospitality programs for Wilkinson Sword; global TV exposure for General Mills; retail shelf space for Southern Cross Snack Food; sampling programs for Dentsu; logos and brochures for Global Sports; 16 country, five continent multi-million dollar lifestyle project for The Coca-Cola Company and so on.

Extremely entertaining

He is a dynamic speaker, who interacts with the audience, is extremely entertaining and motivating. BMW described him as 'the best speaker they have ever had at a conference'. In his last appearance in Sweden, at the Swedish Post Office Direct Mail Conference, 1,200 people in Gothenburg gave him a standing ovation at the end of a 3 hour presentation.

Make it simple

Bob Pritchard sums business up this way, 'It isn't difficult. You determine what people want, find the emotional purchase motivator, ensure the value proposition is in place and communicate the emotional message simply.

Almost everything fails

'Most marketing today is ludicrous. It is made too complicated by agencies and marketing people who are

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trying to justify their jobs or win awards. Studies by Chiat Day, Levis and others show that 85-95% of all advertising today does not work. No other industry would accept an 85% failure rate. If it were a sports team the coach would be fired. Why don't marketing directors who fail get fired? Because they always blame someone else!

It is time that advertising and marketing people became more accountable!!

